

Social Media

platform, source, curse, blessing

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our digital world

social production

google zeitgeist 2013

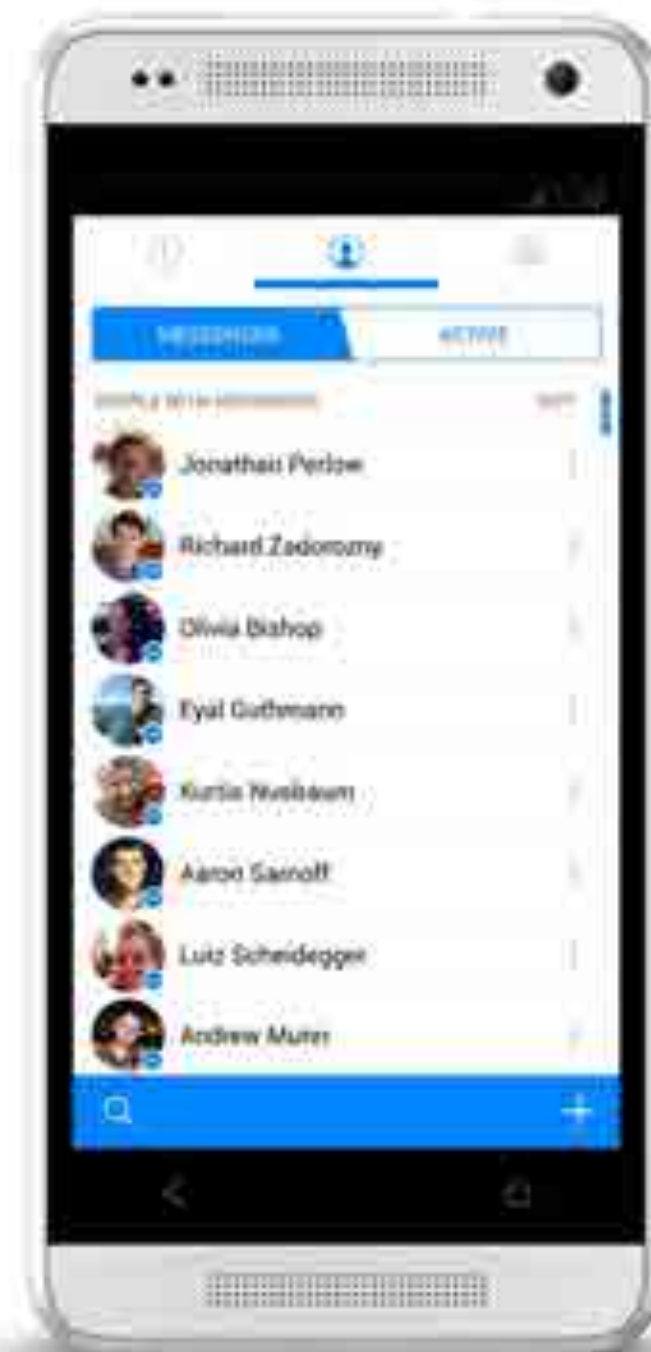
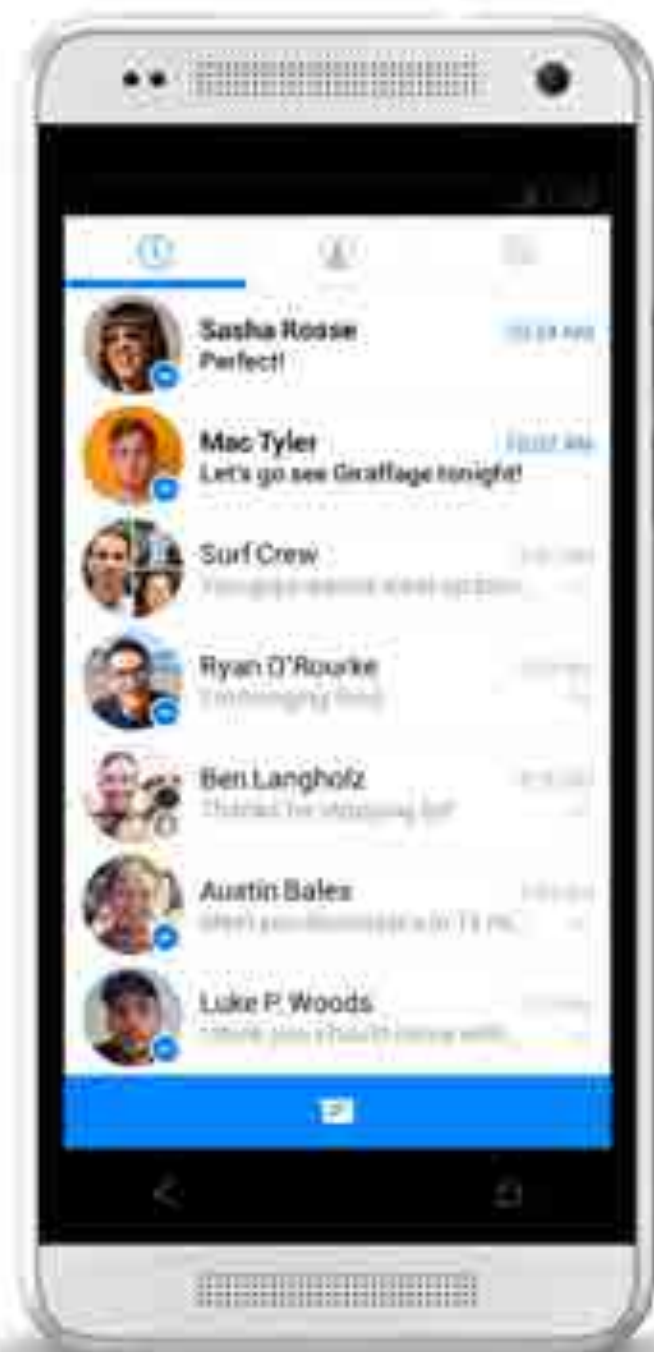


social media on the web





social media on the mobile



social media in Myanmar

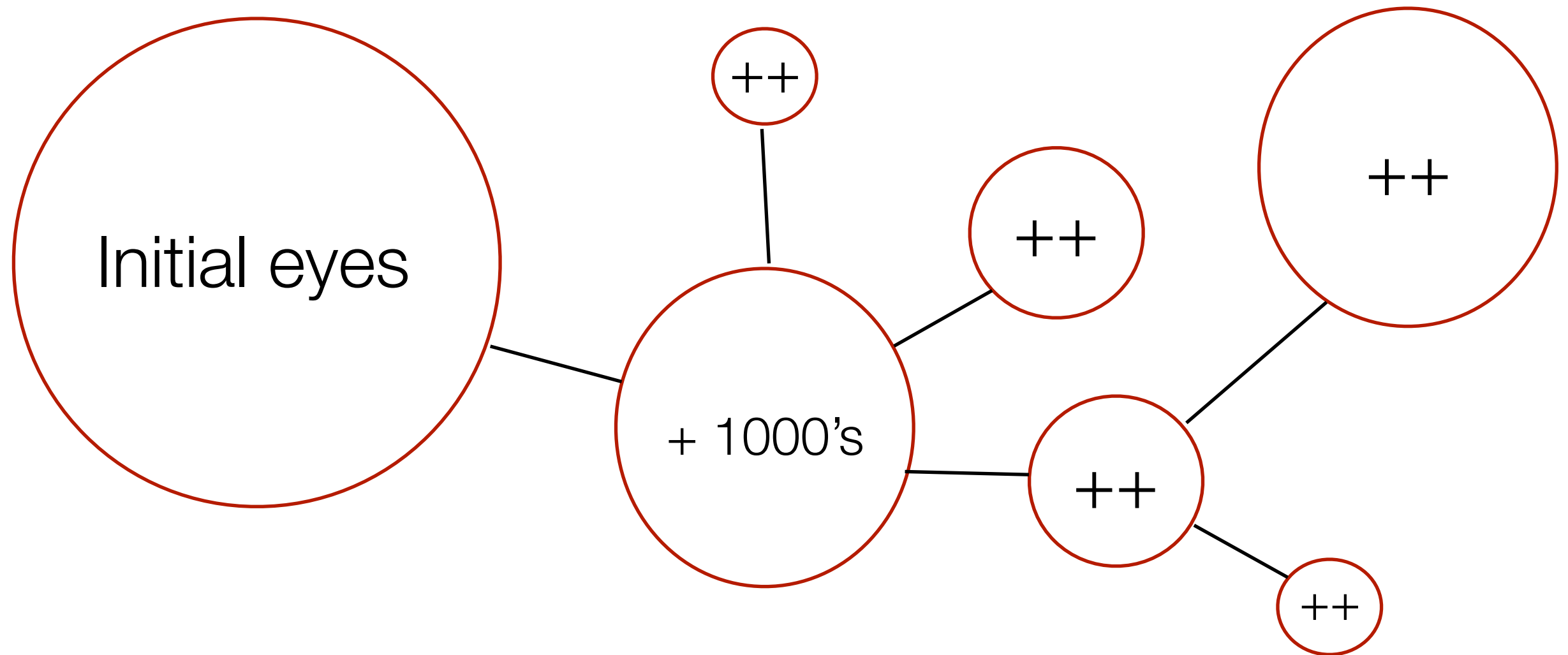




crowdvoice.org

global social activism

media and temporal diffusion



conversations across geography, timezones, diaspora, actors, media

digital humanitarians

computing aid

asian tsunami, 2004

passive witnessing, moved limited agency



super typhoon haiyan, 2013

active witnessing, moved to action even without physical mobility



micro-donations via mobiles

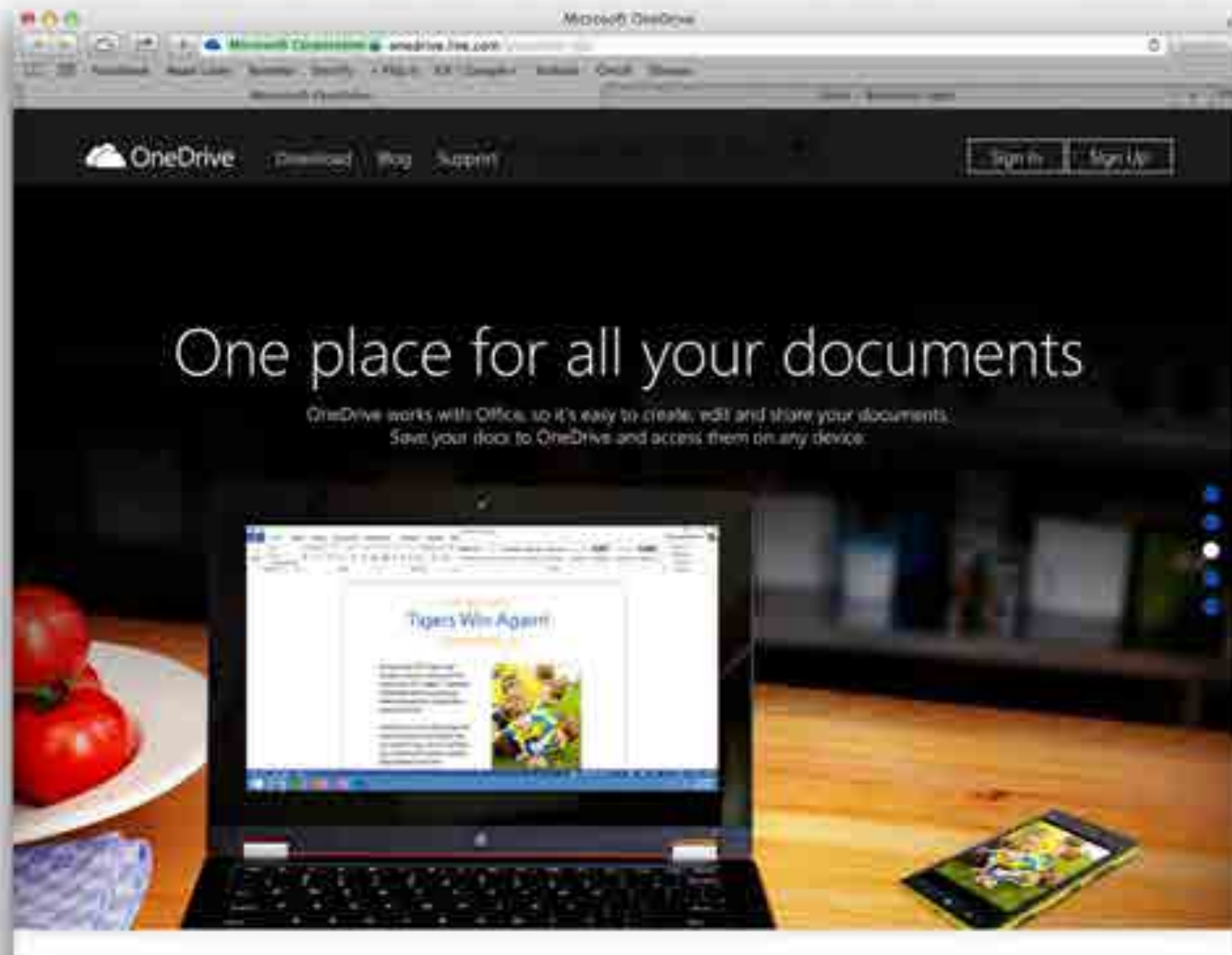


collaboration

web based teamwork

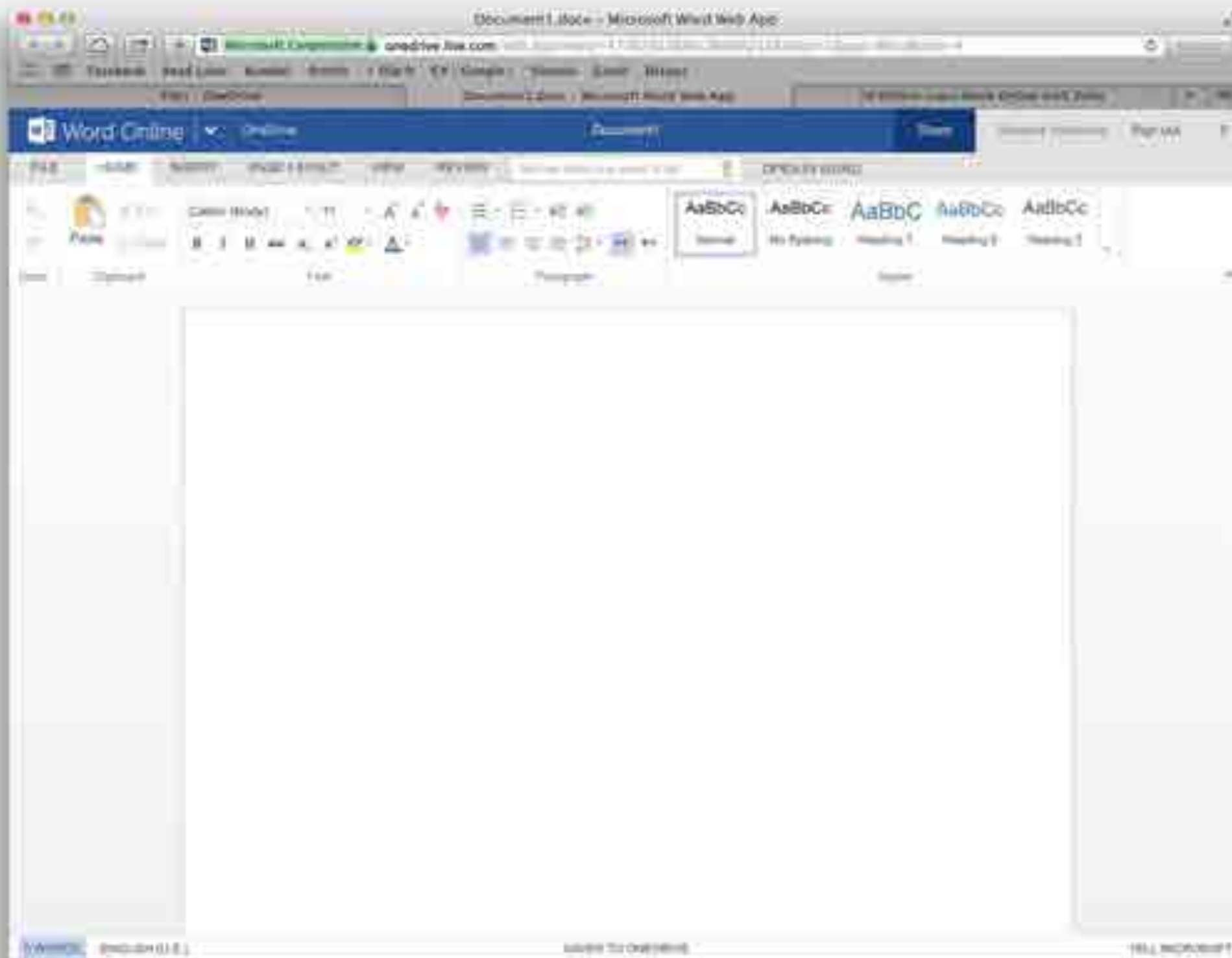
microsoft onedrive

<https://onedrive.live.com>



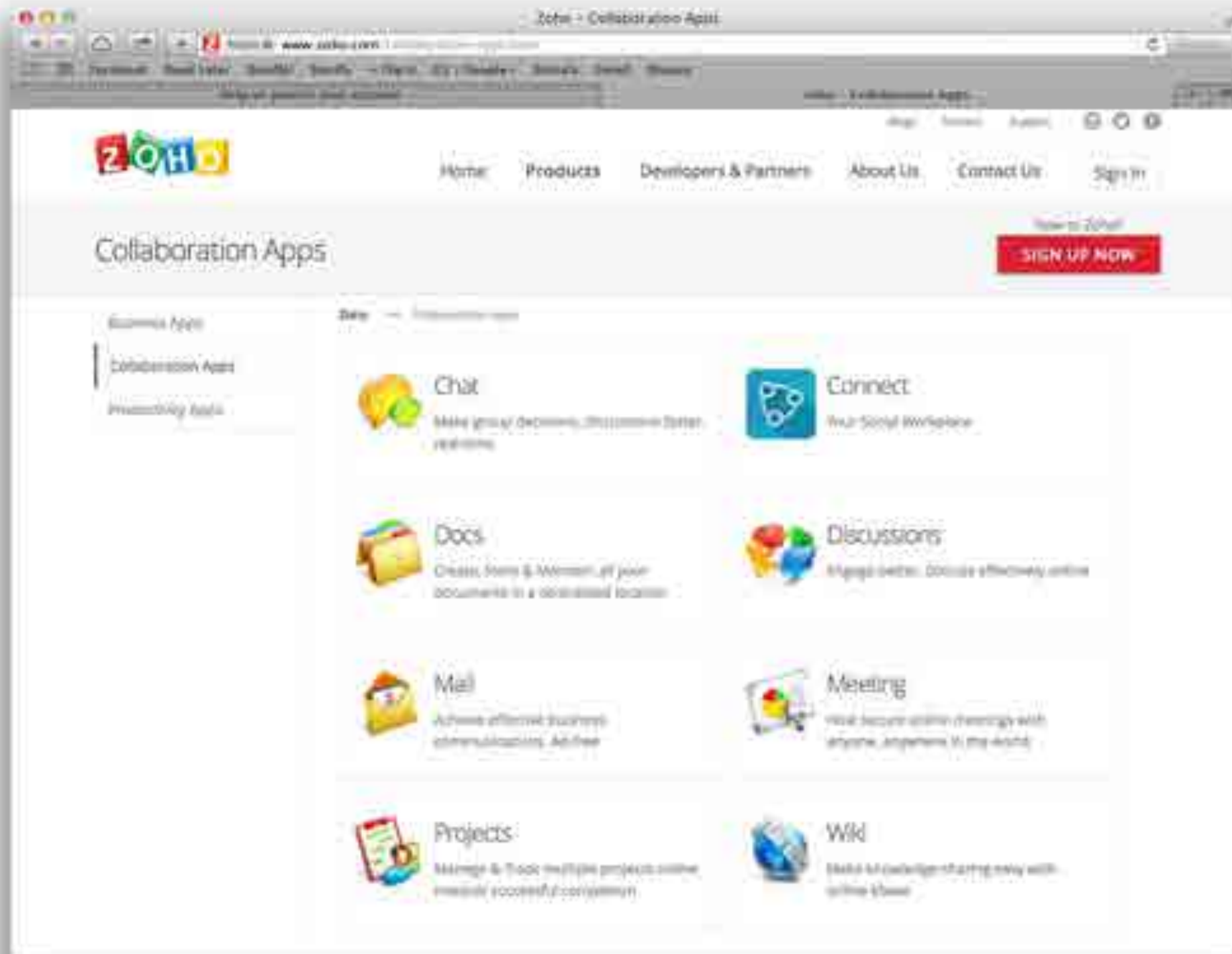
microsoft onedrive

<https://onedrive.live.com>



zoho

<https://www.zoho.com>



google docs

<https://drive.google.com>

The screenshot displays the Google Drive web interface. At the top, the Google logo is on the left, and a search bar, a magnifying glass icon, and a user profile icon are on the right. Below the Google logo is the 'Drive' logo. The main header area shows 'My Drive' with a dropdown arrow. On the left sidebar, there is a red 'NEW' button, a 'My Drive' link, and icons for 'Incoming', 'Recent', 'Starred', and 'Bin'. The main content area is a table listing files and folders. The table has three columns: 'Name', 'Owner', and 'Last modified'. The files listed are:

Name	Owner	Last modified
Aluthgama Violence - June 2014	me	7 Jul '14
BBS Facebook Posts	Robin Jones	18 Aug '14
BBS Videos	me	19 Aug '14
Berlin CIM Course	me	01/12/2013
Citizen Evidence Lab - AI	me	31 Jul '14
ENG 6207-DIGITAL CULTURES	Rufana Perera	7 Aug '14
Entebbe CIM Course - December 2014	me	17 Sep '14
ENTRI - March 2014	me	24 Mar '14
FPA Workshop - July 2014	me	7 Jul '14
Groundviews Misc	me	9 May '14
ICT4Peace Misc	me	9 May '14

At the bottom left, there is a status bar indicating '14 GB (13% of 100 GB) used' and 'My Drive'.

wikis

rapid development of webpages for real time monitoring

Wikipedia

<http://en.wikipedia.org>



WIKIPEDIA
The Free Encyclopedia

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Welcome to Wikipedia,
the free encyclopedia that anyone can edit.
4,613,274 articles in English

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From today's featured article



Mucho Macho Man (foaled 2008) is a retired American Thoroughbred racehorse who won the 2013 Breeders' Cup Classic. Named after the Village People song "Macho Man", he was owned for most of his racing career by Dean and Patti Reeves of Reeves Thoroughbred Racing, and trained by Kathy Ritvo. Born late in the year for a Thoroughbred foal, as a growing two- and three-year-old he had to compete against horses that were several months older. In 2011, he competed in all three Triple Crown races, finishing third in the Kentucky Derby. After surgery in 2011 to address a breathing problem, he came back and won three graded stakes races and finished a close second in the 2012 Breeders' Cup Classic. Winning that race in 2013 (pictured with jockey Gary Stevens), combined with the compelling human-interest stories surrounding the horse and the people who worked with him, earned him the Secretariat Vox Populi Award and the National Thoroughbred Racing Association Moment of the Year. Mucho Macho Man won another race in January 2014 and was retired in July due to "wear and tear", but essentially sound. He now lives at Adena Springs where he will stand at stud.
(Full article...)

Recently featured: [Pengkhalanatan G30S/PKI](#) – 1940 Brooklesby mid-air collision

In the news

- [Protesters gather in Hong Kong to demonstrate against proposed electoral changes announced by the Chinese government.](#)
- [In golf, Europe wins the Ryder Cup.](#)
- [Dennis Kimetto \(pictured\) of Kenya sets a new world record at the Berlin Marathon.](#)
- [In Japan, Mount Ontake erupts, and the bodies of at least 31 hikers are found.](#)
- [The NASA probe MAVEN and the ISRO probe Mars Orbiter Mission, India's first interplanetary craft, both enter orbit around Mars.](#)
- [The National Party, led by John Key, wins a majority in the New Zealand general election.](#)



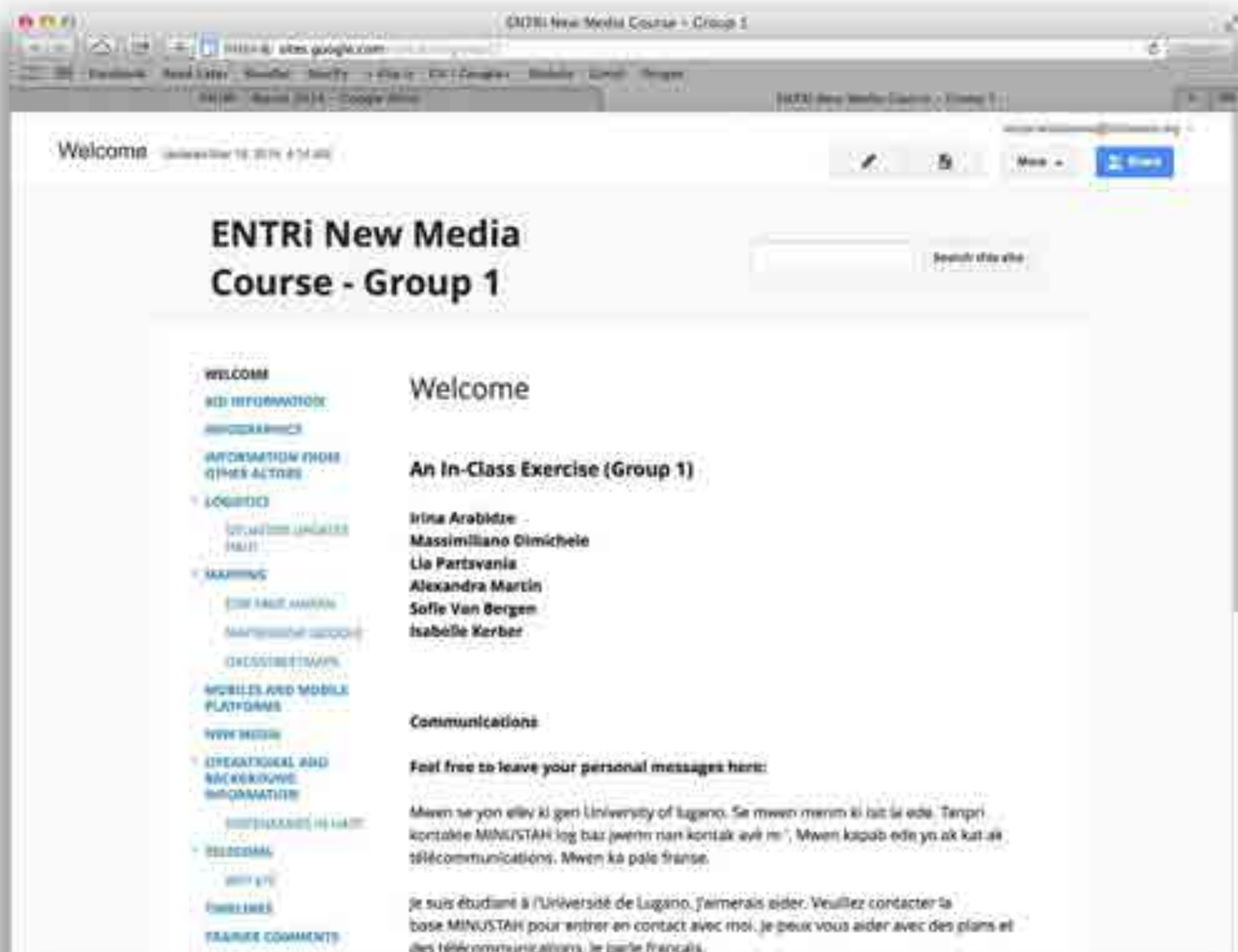
Ongoing: [Ebola outbreak](#) – [Islamic State of Iraq and the Levant](#)

Recent deaths

On this day...

google wiki

https://drive.google.com



pbworks

pbworks.com

The screenshot shows the PBWORKS website homepage. The browser window has a title bar that says "PBworks | Online Team Collaboration". The address bar shows "www.pbworks.com". The website has a dark grey header with the "PBWORKS" logo and navigation links: "Products", "Solutions", "Industries", "Case Studies", "Webinars", "About Us", "Press", and "Contact Us". In the top right corner, it displays "Sales Int: 415.963.4369" and buttons for "Jobs" and "Login".

The main content area features a video player on the left showing a man and a woman in business attire. To the right of the video is the headline "Online team collaboration to get work done." followed by the subtext "Capture knowledge, share files, and manage projects within a secure, reliable environment." Below this is a yellow button that says "Get started with a free version of PBworks now!".

Below the main content area is a section with four industry-specific icons and descriptions:

- Agencies**: Optimize your agency to reduce costs, increase productivity, and improve client satisfaction.
- Law Firms**: Improve attorney and staff productivity while increasing client satisfaction.
- General Business**: Collaborate, share, and perform better. Increase productivity and more effective business results.
- Education**: Provide a safe and secure online environment for your students, faculty, and staff.

At the bottom of the page, there is a testimonial section with a quote: "I can't imagine managing a team-based project without the kind of online collaboration tools PBworks provides." The quote is attributed to "PBworks.com".

xwiki

<http://www.xwiki.org/xwiki/bin/view/Main/>



wikihub

<http://getwikihub.com>



timelines

visualising complex, long-term processes

timetoast: temporal narratives

<http://www.timetoast.com>



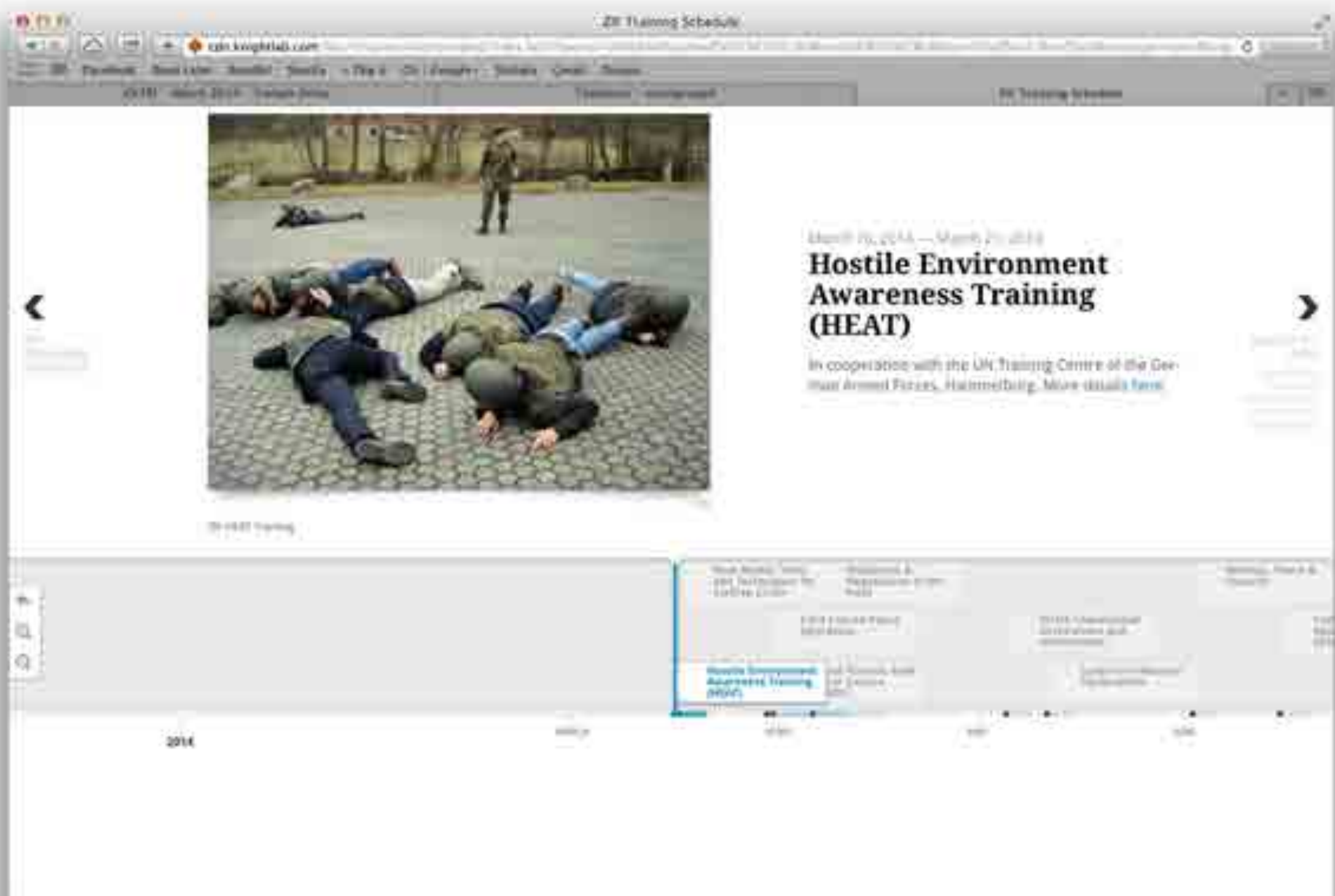
Tiki Toki: temporal narratives

<http://www.tiki-toki.com>



timeline.js

<http://timeline.knightlab.com>



infovis

communicating complexity

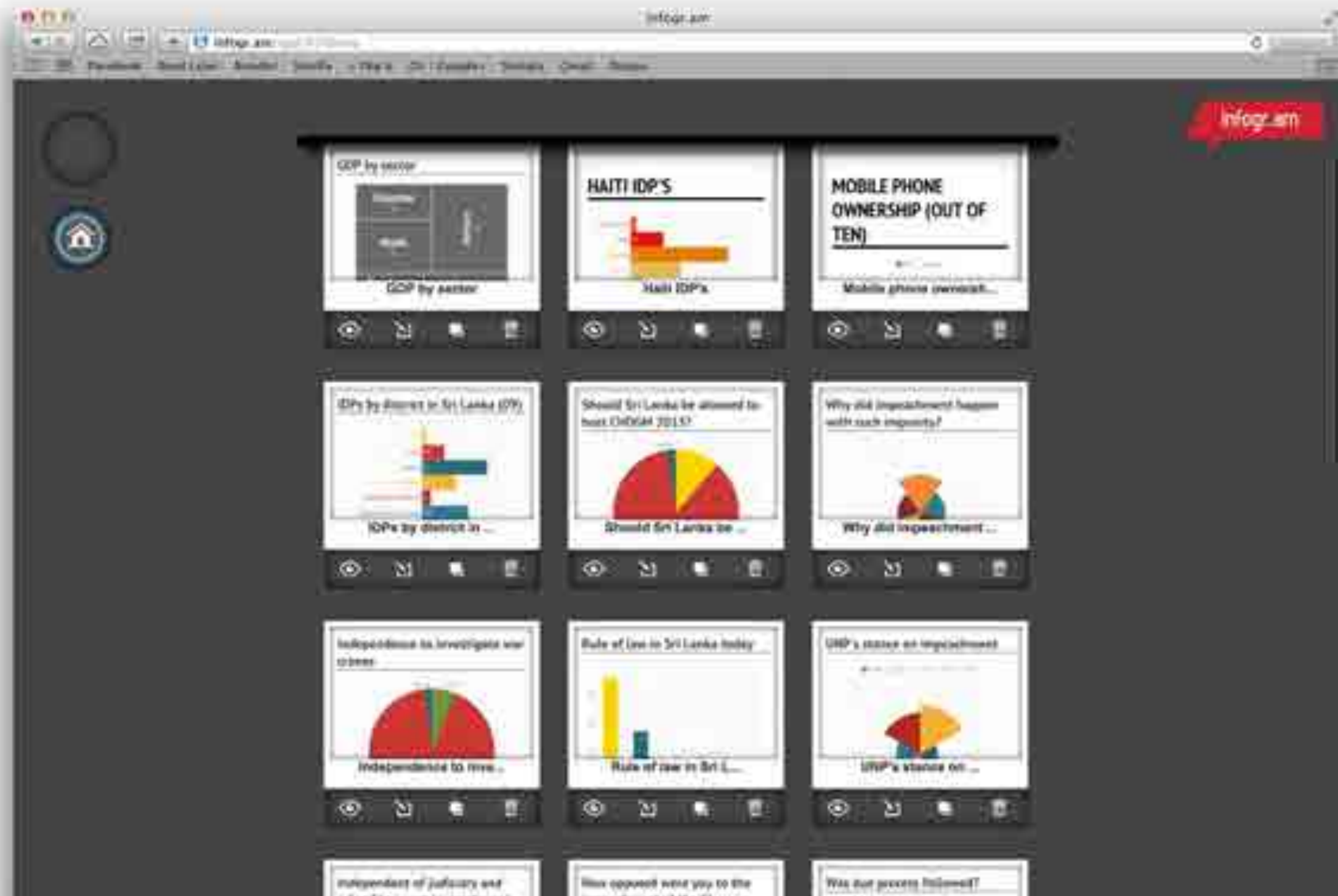
infogr.am

<http://infogr.am>



infogr.am

<http://infogr.am>

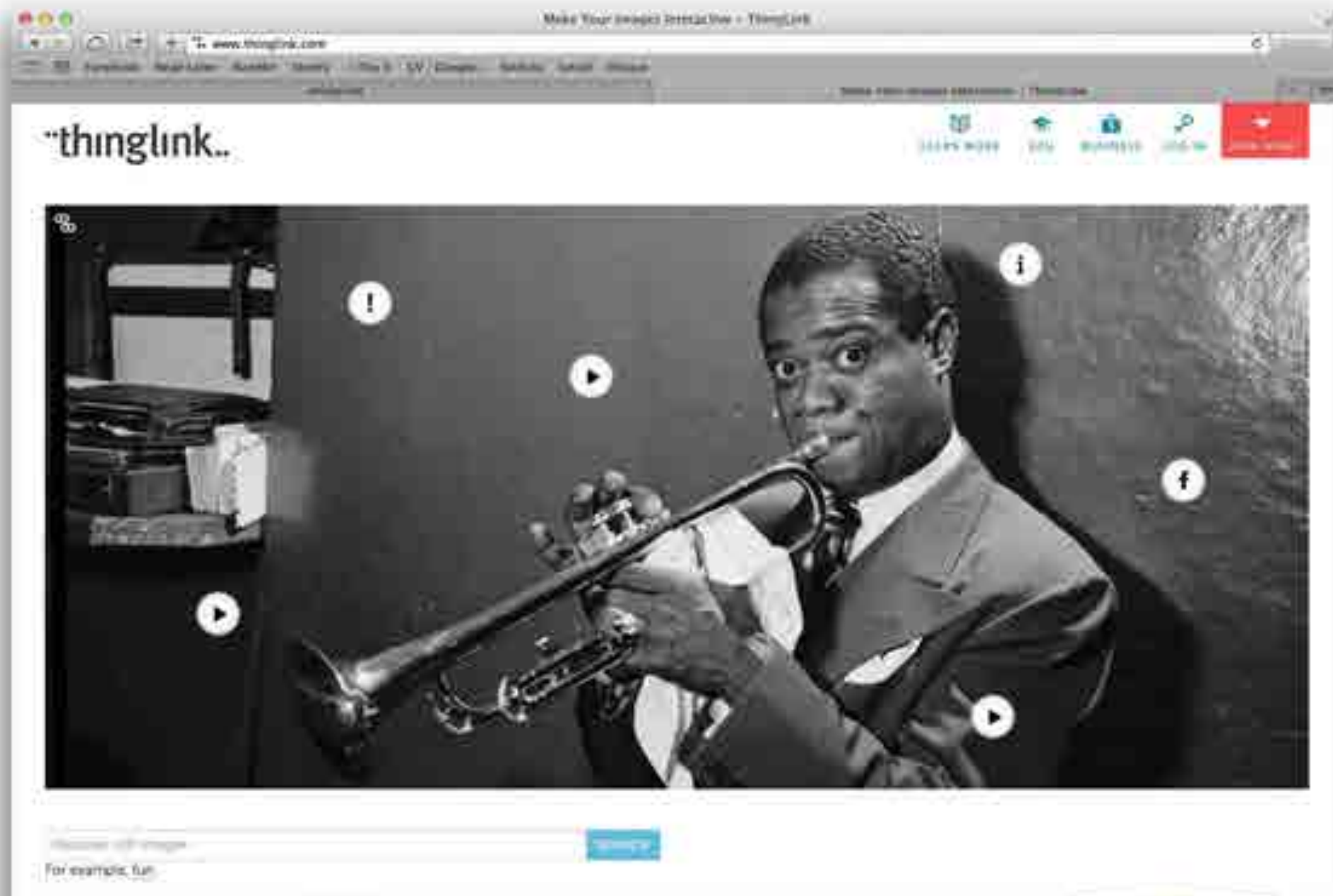


photography

annotating the visual

thing link

<https://www.thinglink.com>

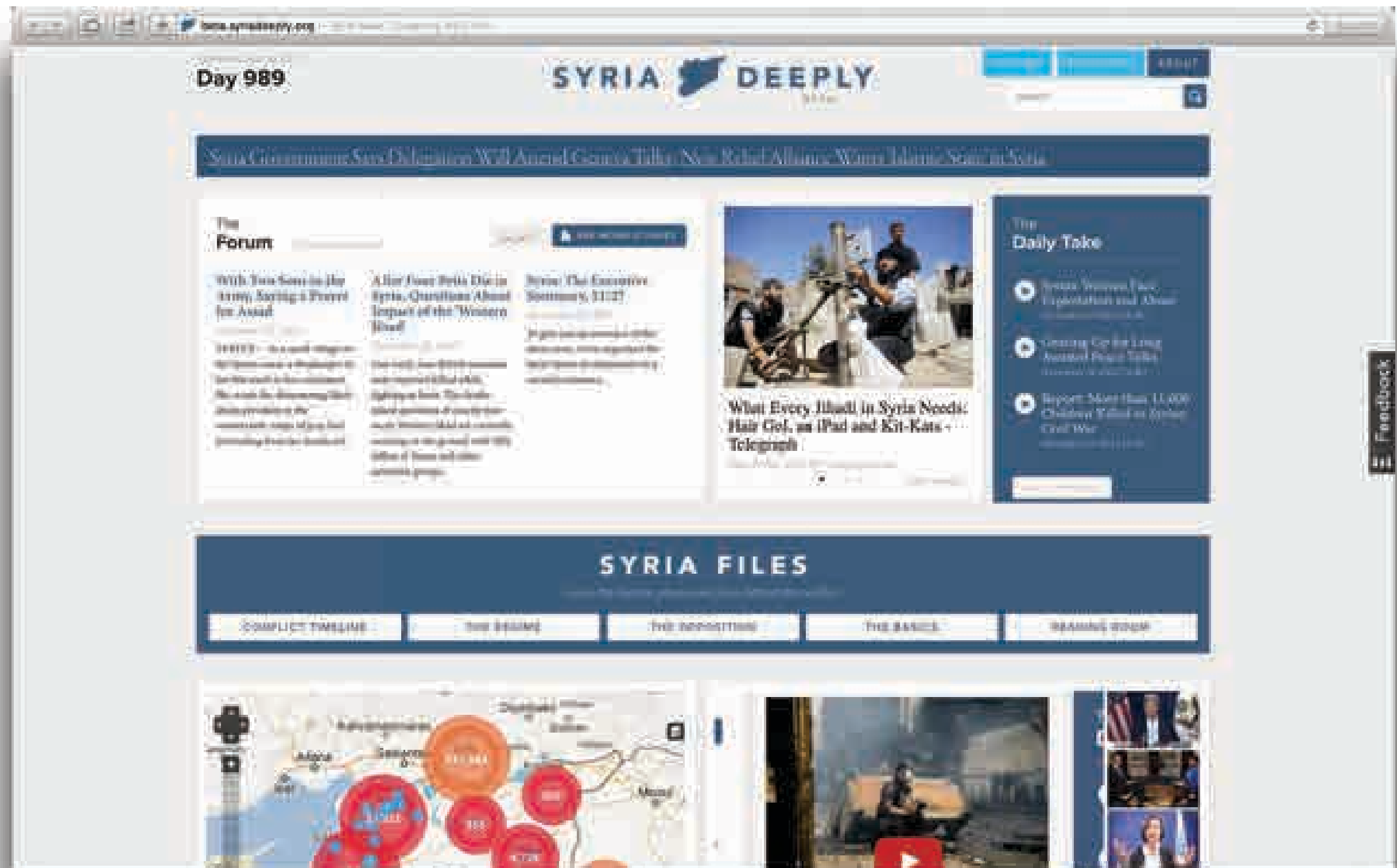


witnessing

distributed intelligence

Syria Deeply

<http://beta.syriadeeply.org>



Syria Deeply

<http://beta.syriadeeply.org>

SYRIA

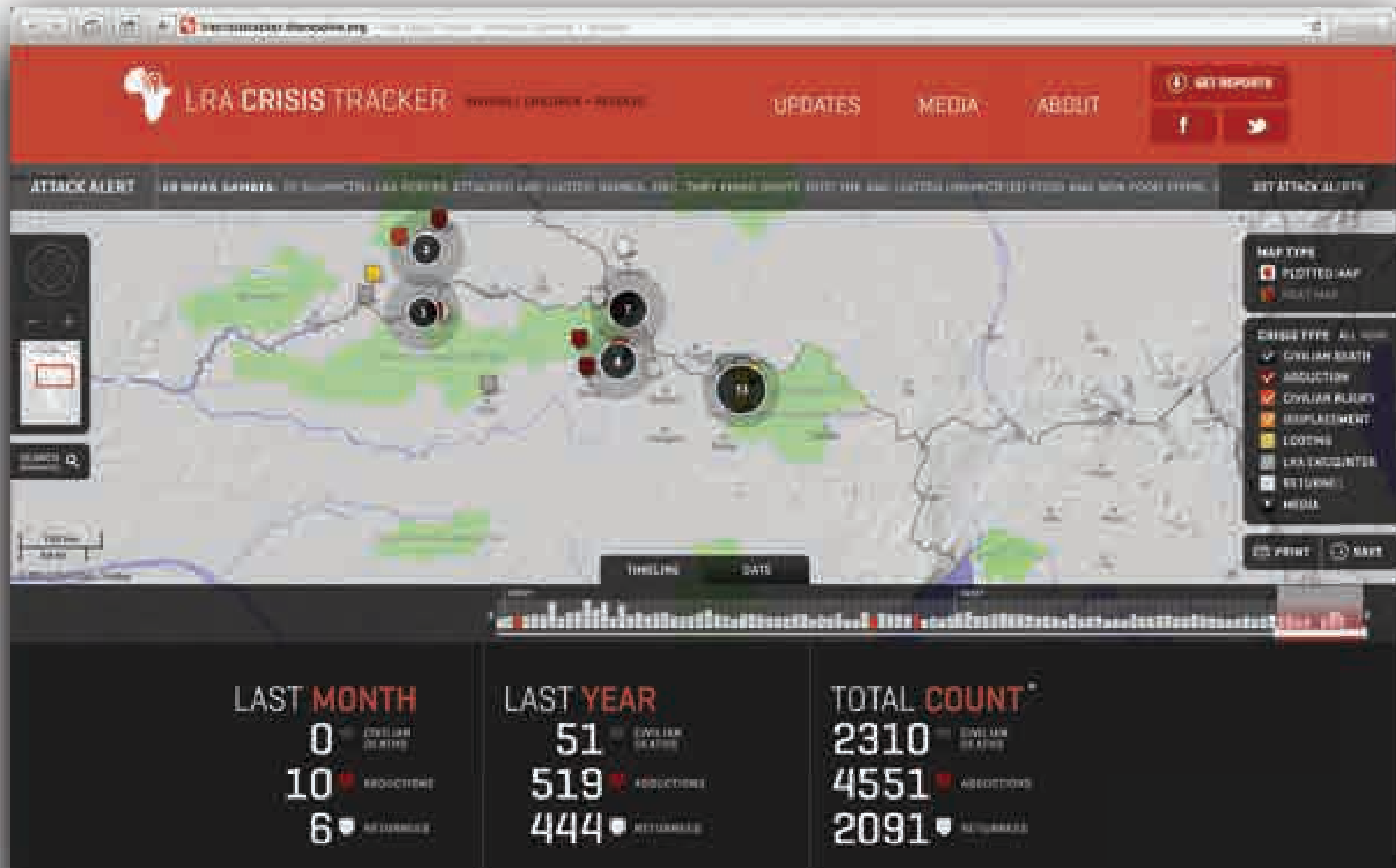


DEEPLY

a new way to engage a global crisis

LRA crisis tracker

<http://lracrisistracker.theresolve.org>



LRA crisis tracker

<http://lracrisistracker.theresolve.org>

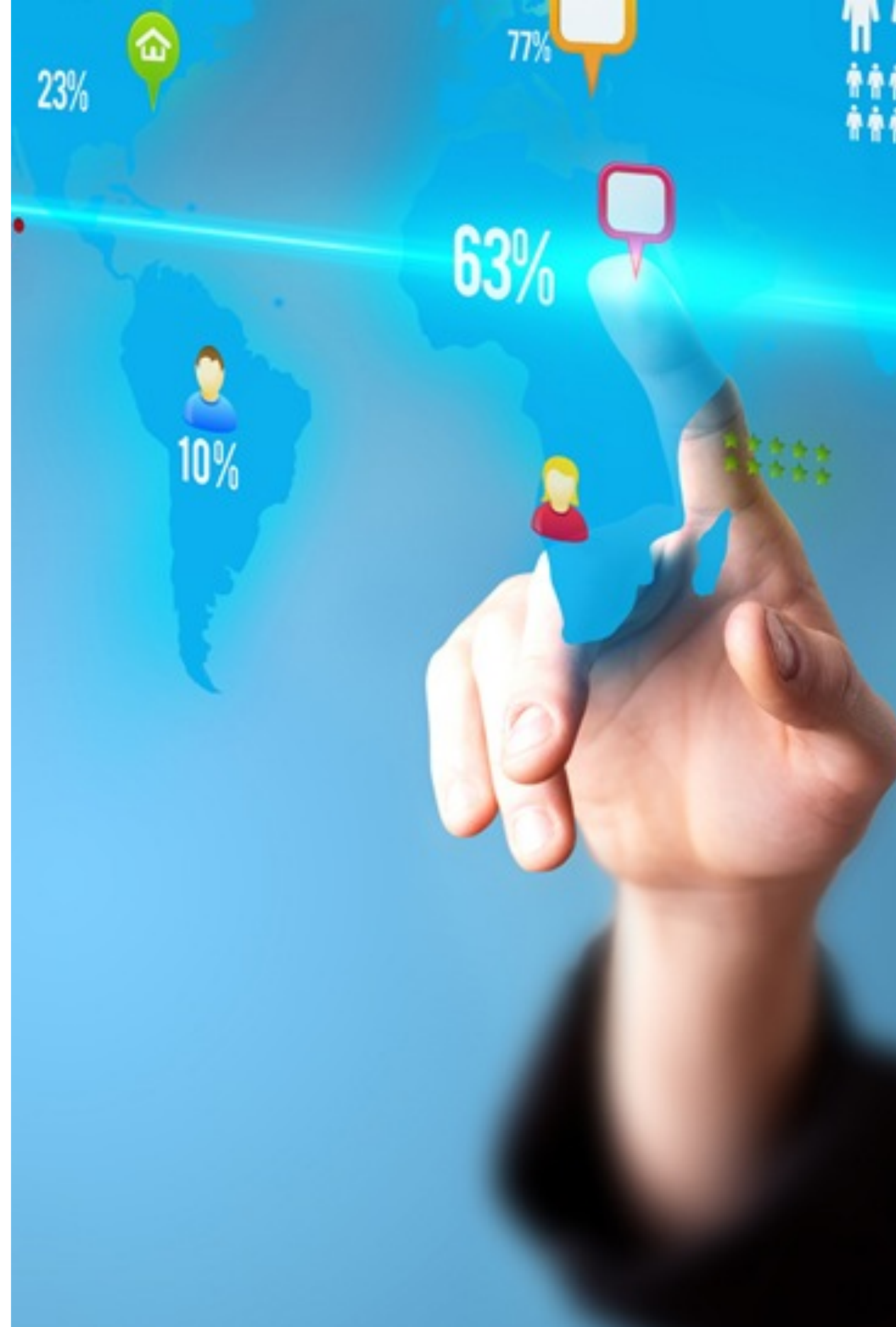


what can be done?

leveraging social media

management & monitoring

- Monitor & geo-fence Twitter, Facebook, YouTube, Vimeo, Instagram, blogs and other social media for situational awareness
- Visualise information for digital smoke signals & policy making
- Map incident data for temporal, geo-spatial & sectoral real time analysis



outreach & engagement

- Use Skype groups to **coordinate** action with local communities and NGOs
- Use social media to **push** out information & updates
- Use Facebook groups for community **engagement**
- Leverage **crowdsourcing** for verification & analysis



twitter alone

- Use to **inform** with credible, verified updates
- Use to **connect** people & needs to resources & help
- **Debunk** rumours & false information
- **Organise** relief, recovery efforts with local actors & federal authorities



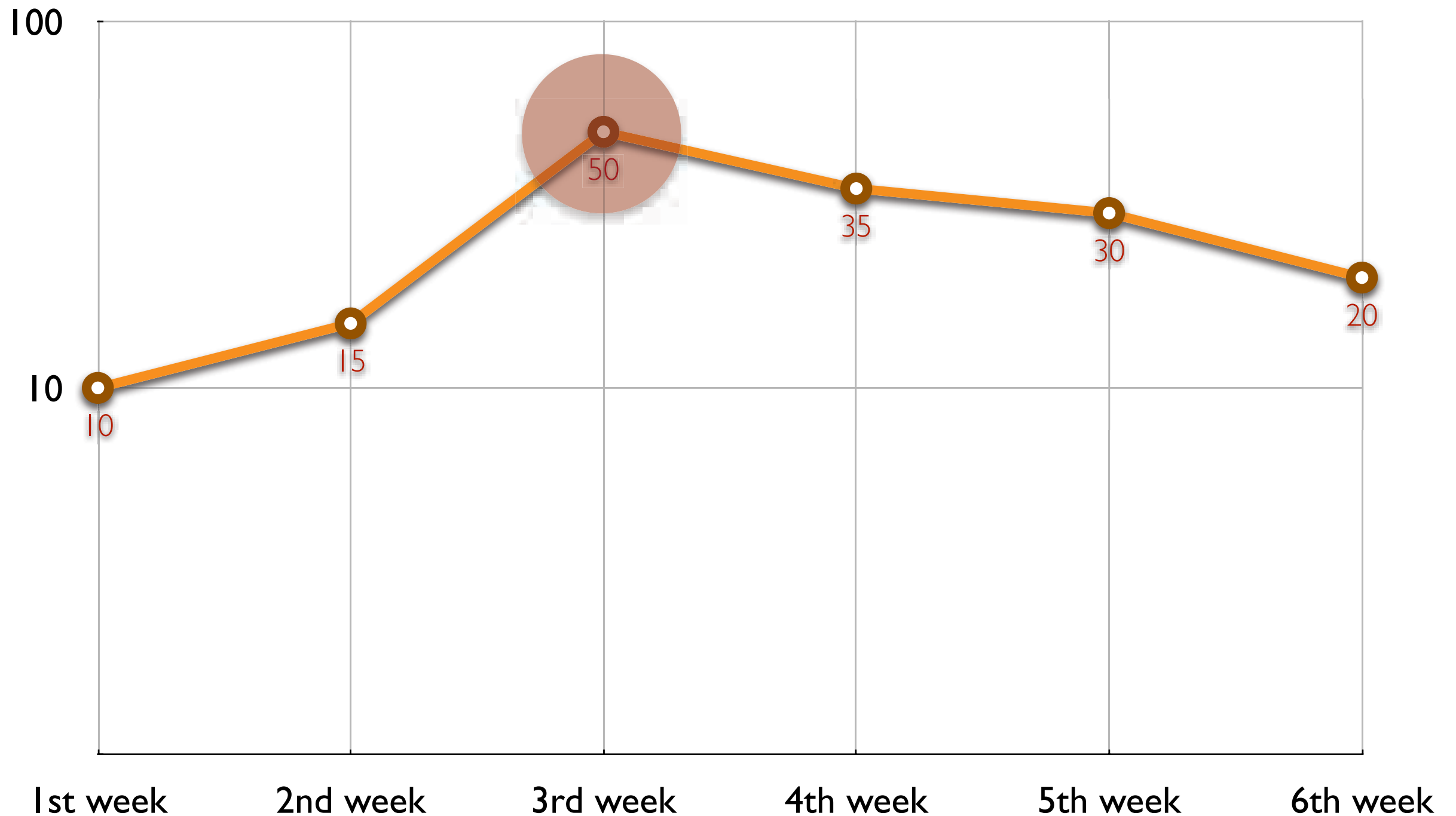
challenges

retention, revival and access

timescale: natural disaster

social media growth

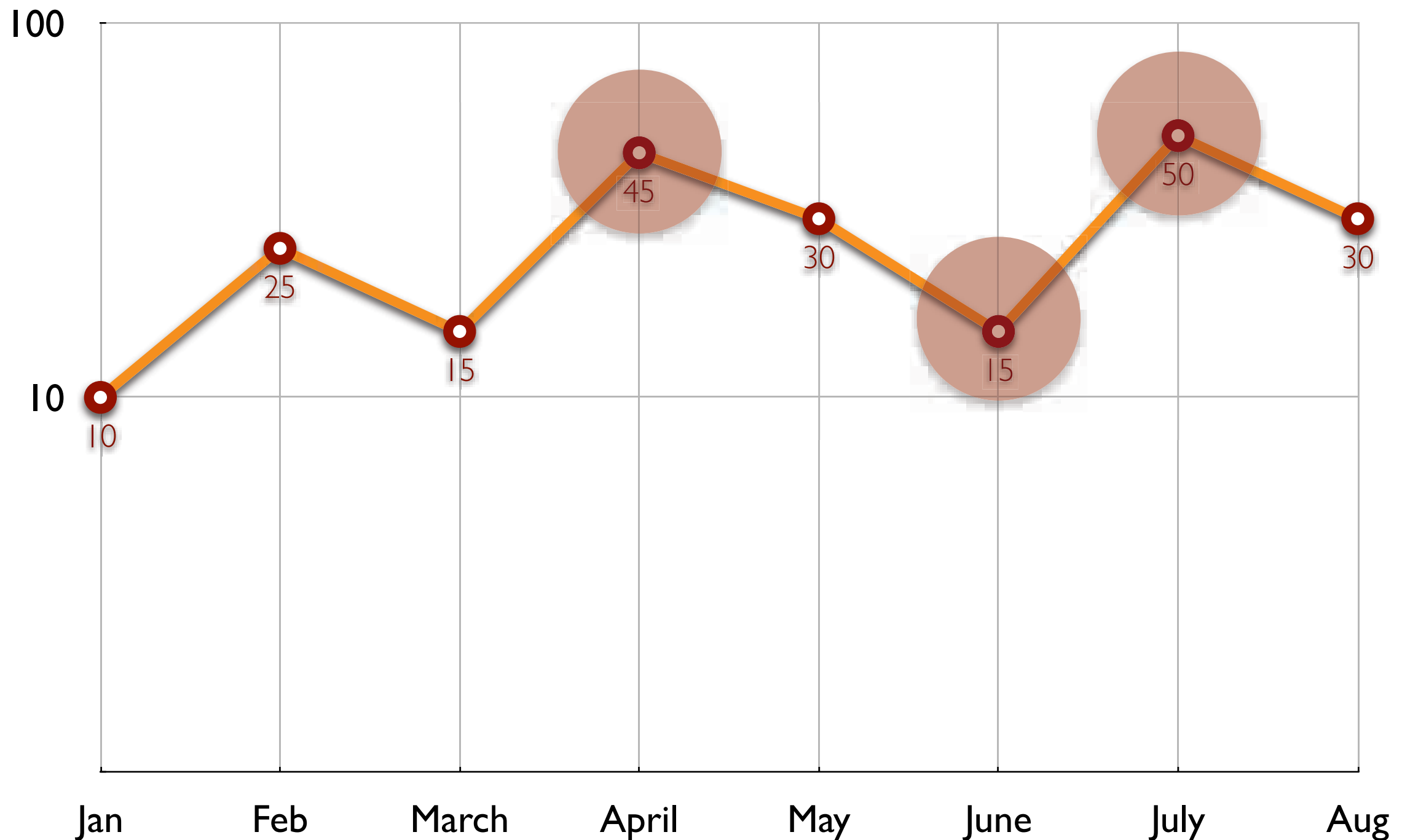
○ Tweets per minute



timescale: CPE / political crisis

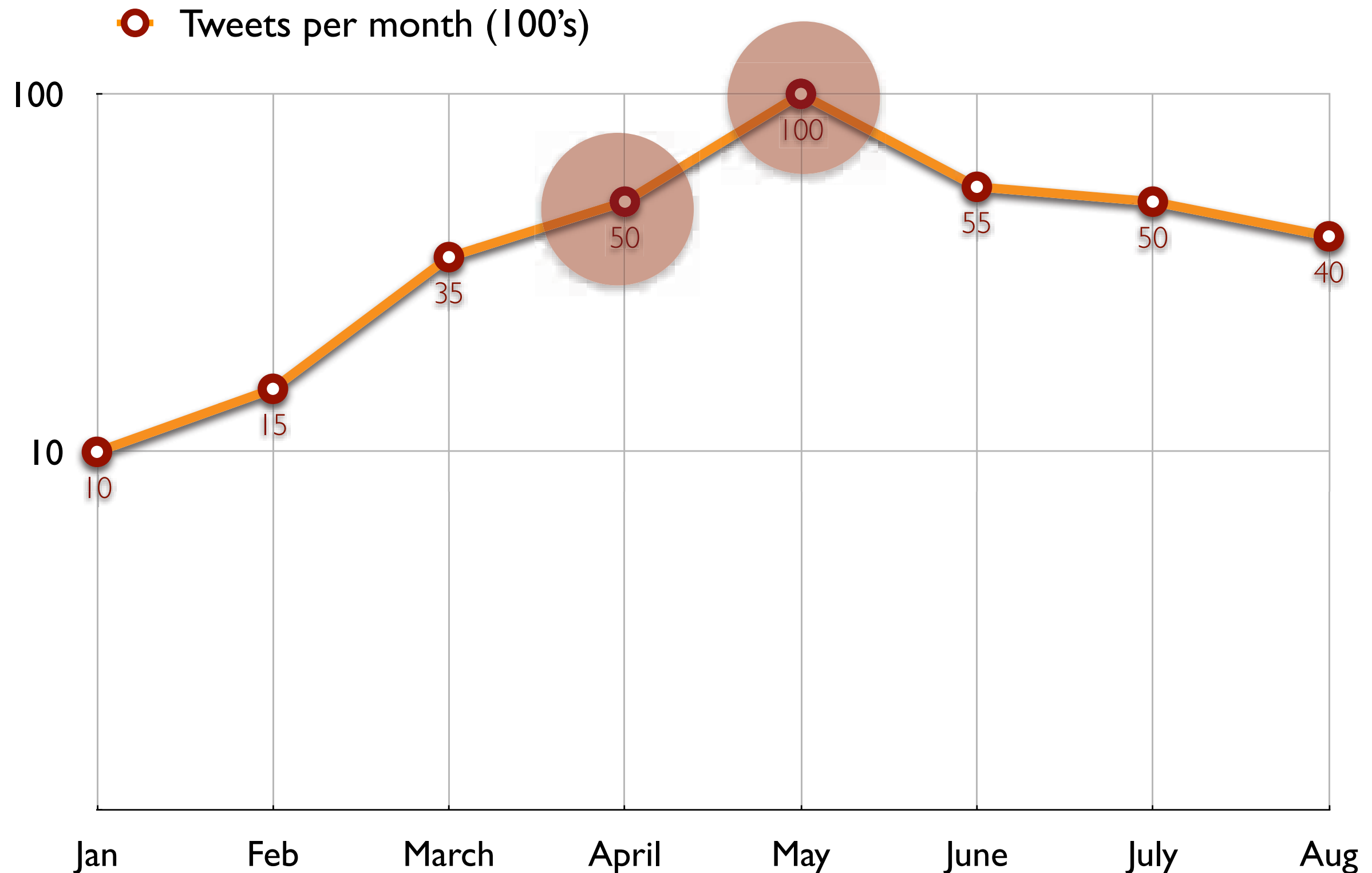
social media spikes

○ Tweets per month (100's)



timescale: revolution / social upheaval

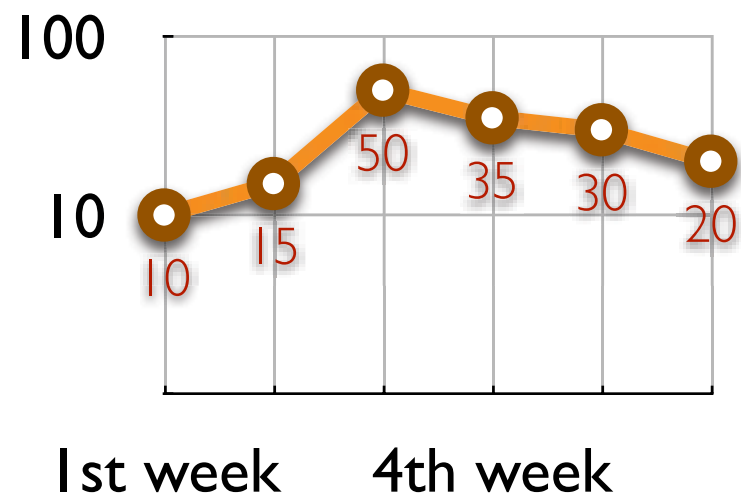
social media growth



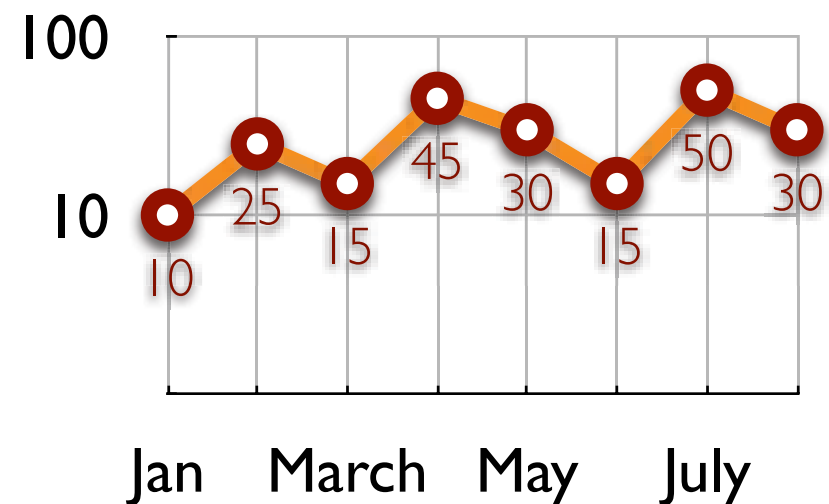
timescales: social media production differs

depending on nature of events, issues and context

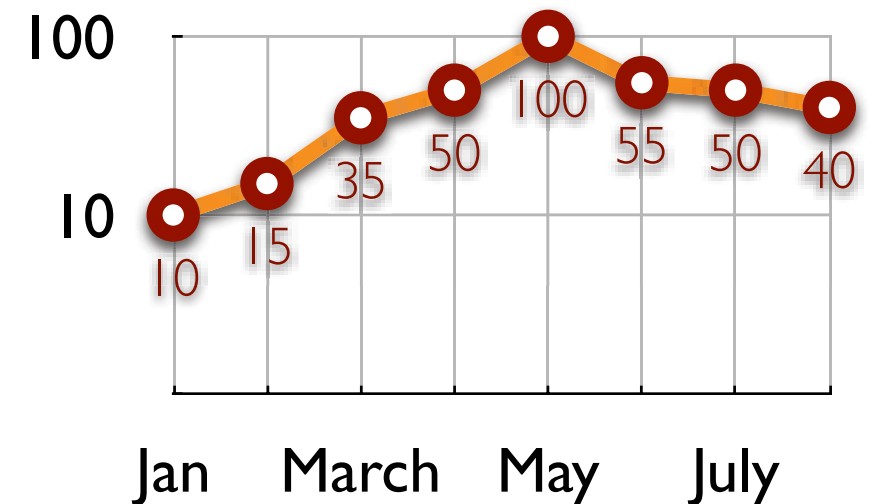
Natural disaster



CPE

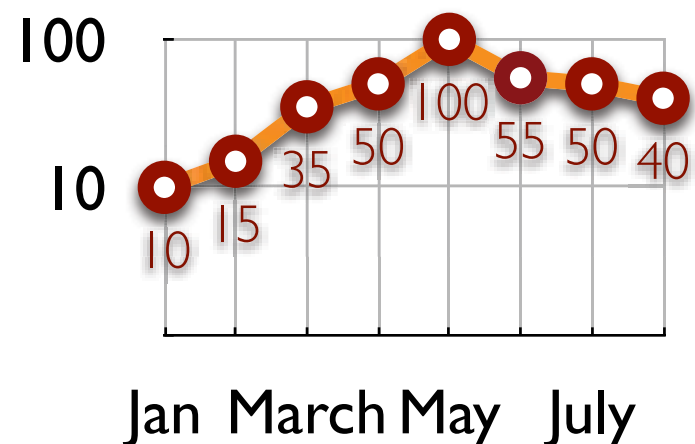
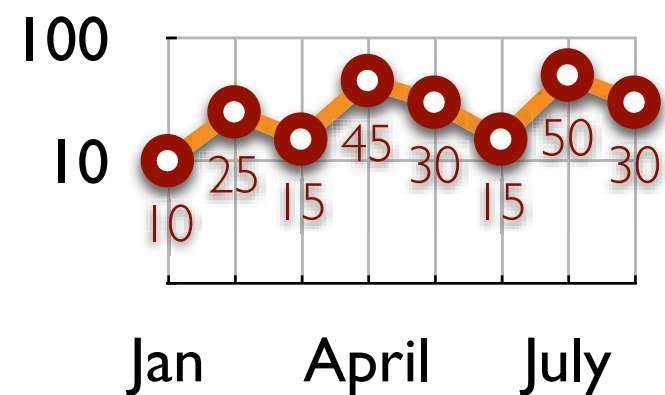
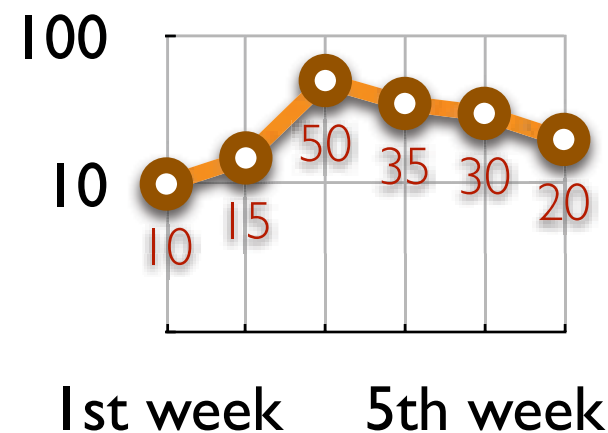


Revolution 2.0



frankensteins of social media

keeping expired information alive, and bringing history to present



Capture

Curation

Archival / Retention

Sunset? / Expiry?

Sharing


Standards and platforms

Maintenance

Data governance

Access

Use cases (do no harm? / fair?)



Today Unicef Sweden has
177 000 likes on Facebook.

beyond the virtual

engage the real world

homiphily

‘birds of a feather, flock together’

key texts

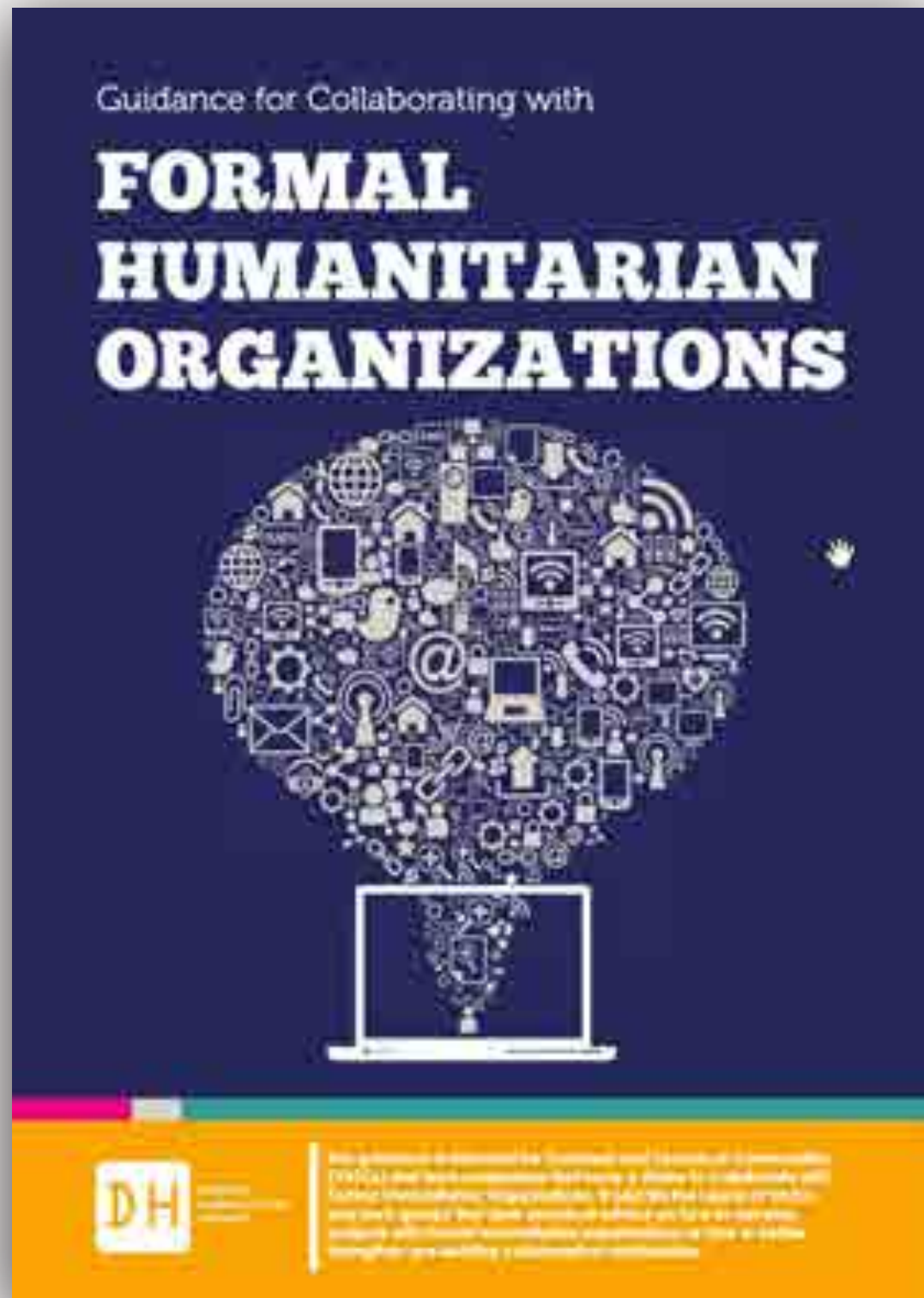
crisis mapping today

<http://digitalhumanitarians.com/collaboration-guidance>



working with traditional humanitarians

<http://digitalhumanitarians.com/collaboration-with-orgs>

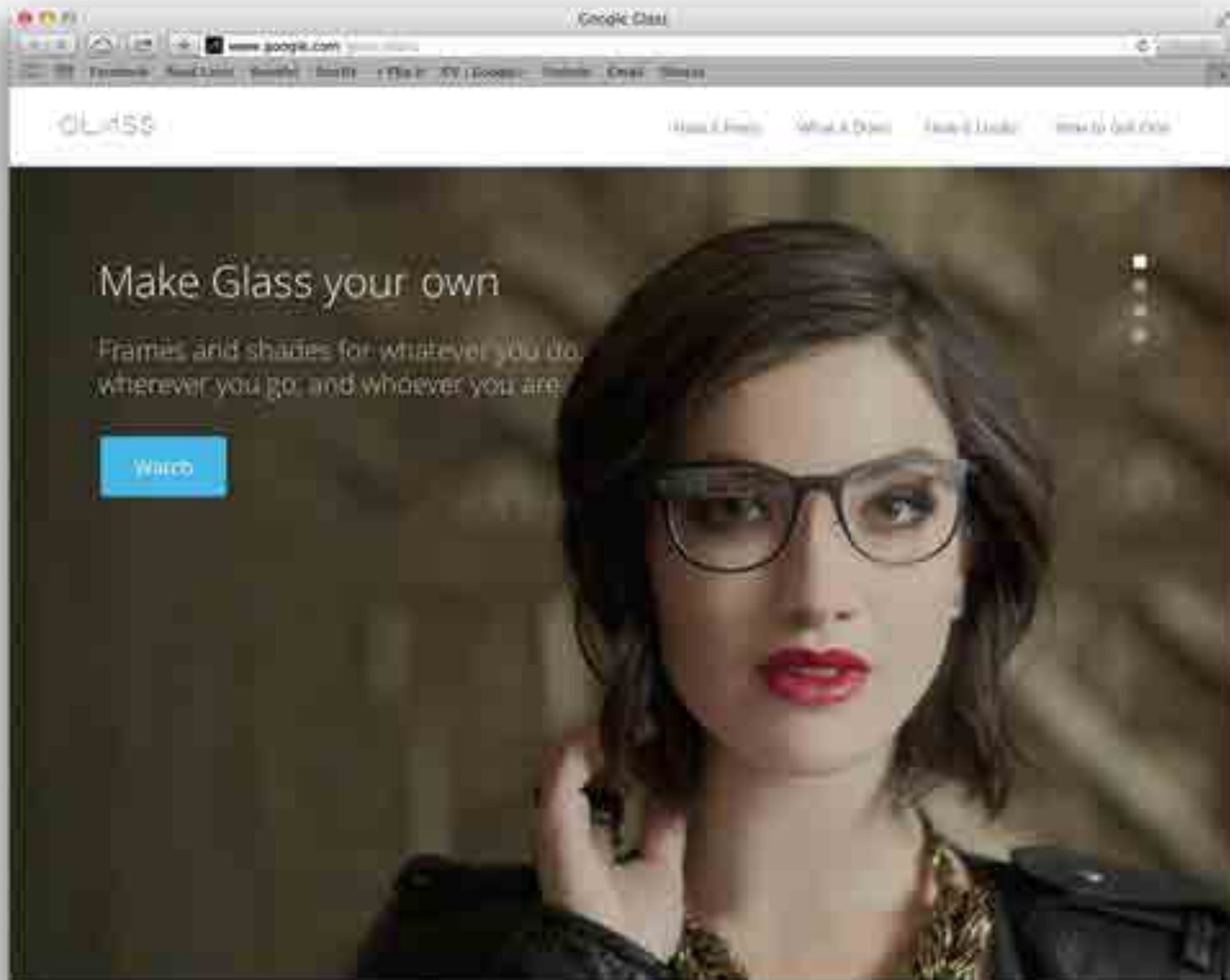


looking glass

life logging and more...

google: glass

<http://www.google.com/glass/start/>



narrative

<http://getnarrative.com>



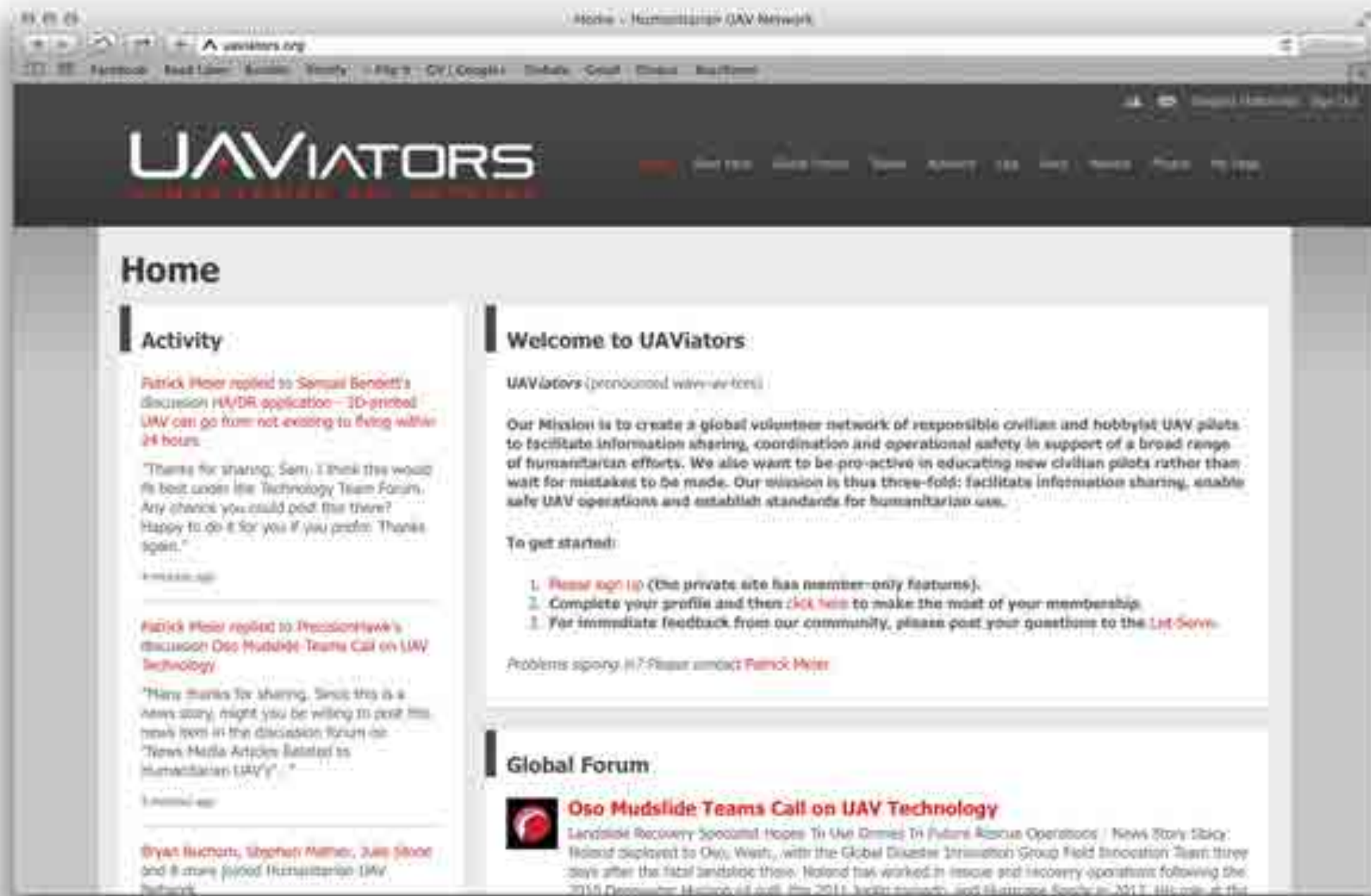
UAVs: for humanitarian assistance

<https://www.youtube.com/watch?v=t3AETDA52SY>



UAVs: for humanitarian assistance

<http://uaviators.org>



people over technology

<http://revolution2book.com>



"I don't personally trust any tool," he said. "I trust the people behind the tool." And that remains the most important lesson of Revolution 2.0. Technology is just an enabler. It is what people decide to do with it that matters most.

Wael Ghonim

The future is already here — it's just not very evenly distributed.

William Gibson

thank you

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